



# Mediterranean **Women** Entrepreneurs Forum

*Unlocking the potential of Women Entrepreneurs*

November 22, 2019 – Casa Llotja de Mar, Barcelona

The Mediterranean Women Entrepreneur Forum, organized by Ascame and Afaemme with the collaboration of Barcelona Chamber of Commerce, is the largest entrepreneurial business for women gathering in the region. This event is designed to accelerate the growth of women-owned business through access to information, contacts and capital. This event is suitable for anyone in any stage of business, from those just getting started to those in business for decades as well as for those working individuals who want to explore their potential as entrepreneurship, there are resources and opportunities to grow and learn. We facilitate connections, provide innovative outlooks and offer resources for growth to clients and stakeholders.

Mediterranean Women Entrepreneurs Forum is an invitation-only strategic platform carefully curated for established and aspiring women entrepreneurs across MEDA region, powered by the profile sharing concept. It offers an exciting new platform, intended to empower women, women-led organizations and SMEs through significant insights. The event brings together proficient women entrepreneurs in the SME sector providing them with a zone to interact, network and share their thoughts. It will contemplate on various constraints existing in the path of female entrepreneurship including access to capital, finding the perfect mentor, understanding the regulatory and legal landscape, etc. Key topic that will be addressed include:

- ✓ **MEET** global corporate experts from diverse industries and cultural landscapes.
- ✓ **LISTEN** from leading international businesswomen about their experience within the corporate world and gain the latest market intelligence across industry.
- ✓ **NETWORK & COLLABORATE** face to face with your peers and make valuable connections across industry and the globe in both informal and business focused environments.
- ✓ **SHARE** your own industry experiences, expertise and know-how during interactive panel discussions and Q&A sessions.
- ✓ **ENGAGE** women across business and industry
- ✓ **BE YOUR OWN BOSS**, starting a business requires vision, smarts, guts, tenacity and endurance. You can do it.

08:30 – 09:00 **Registration**

09:15 – 10:30 **XI MEDAWOMEN ENTREPRENEUR FORUM 2019**

➤ **WELCOME ADDRESSES**

**Miquel Valls** | President, Official Chamber of Commerce, Industry and Shipping of Barcelona

**Dr. Ahmed M. El Wakil** | President, Association of Mediterranean Chambers of Commerce and Industry (ASCAME)

**Violeta K. Safadi** | Minister of State for Economic Empowerment of Women & Youth in Lebanon

**M<sup>a</sup> Teresa Fernández de la Vega** | President of the Spanish State Council and President of Women for Africa Foundation

**Marisa Farrugia** | Deputy Secretary General for Social and Civil Affairs, Union for the Mediterranean (UfM)

**Angeles Chacón** | Counsellor of Enterprise and Knowledge Government of Catalonia

**Helena de Felipe** | President of Association of Organizations of Mediterranean Businesswomen (AFAEMME)

➤ **OPENING SESSION**

**Najoua Attia** | President, ASCAME Women Entrepreneurs Commission

**Saïda Neghza** | President, General Confederation of Algerian Companies (CGEA) & Vice-president, Union of Mediterranean Confederations of Enterprises (BUSINESSMED)

**Nathalie Pilhes** | Founder of the Eur –Mediterranean Women’s Foundation

**Nadia Al Saeed** | CEO Bank al Etihad in Jordan

**Helena de Felipe** | President of Association of Organizations of Mediterranean Businesswomen (AFAEMME)

10:30 – 11:00

**Coffee Break**

11:00 – 11:30

**Women Digital & Innovation Entrepreneurs**

The phenomenal rise of digital economy is giving women vast opportunities to launch new businesses and expand existing one on a global scale. This session will discuss opportunities in digital economies and how women entrepreneurs can further benefit from these opportunities

*Roundtable*

**Roula Moussa** | CEO of Netways, AI Venture Labs & DiasporaID

**Sana Odeh** | Founder and Chair of Arab Women in Computing

**Yostina Boules** | Egypt Founder & Managing Director, Taqa Solutions Blockchain expert.

**Leila Serhan** | General Manager, Microsoft

**Nashwa Hussien Aly** | Head of Public Policy, MENA at Facebook

11:30 – 12:30

## Empowering a New Generation of Young Women Entrepreneurs

*Roundtable Chair – Elizabeth Trallero | Past President, European Women's Management Development (EWMD) & CEO, Congost Plastics*

The objective of the “Young Mediterranean Women Entrepreneurs” is to support and nurture young women entrepreneurs, community leaders and change agents in the Mediterranean world, and to engage in dialogue and debate on challenges and opportunities for young women in leadership roles, on corporate boards, in social enterprise and tech innovation, and in the energy, finance, law and STEM sectors.

**Amany Asfour** | President of EBWA-Egypt

**Beatriz Fernández-Tubau** | General Secretary of AFAEMME- Spain

**Rachida Jebboun** | President of CIFE – Tunisia

**Aicha Kouadri** | President of AFCARE-Algeria

**Shahrazad Magrabi** | President of LWF-Libya

**Asmâa Morine** | President of AFEM-Morocco

**Taghrid Nafeisi** | President of JFBPW – Jordan

**Sanem Ohtar** | President of KAGIDER - Turkey

**Brigitte Sardo** | President of APID-Italy

**Huriye Serter** | President of IZIKAD – Turkey

**Yasmina Taya** | Past President of SEVE - Algeria

**Lina Tsaltampasi** | President of SEGE - Greece

**Cristina Visconti** | Member of the Board SELENA-Italy

**Flutura Xhabija** | President of SHGPAZ – Albania

**Asmahan Zein** | President of LLWB – Lebanon

12:30 – 14:00

### Young Women Entrepreneurs “Role Models”

*Chair – Diana Kobayter | Founder, Zouyouti, Oils & Beyond/ Young Entrepreneurs Working Commission of ASCAME*

Hala Fadel | Co-founder and Managing Partner, LEAP Ventures

Bouchra Bayed | Présidente de Maroc Entrepreneurs

Esmat Elsayed | Founder Young Mediterranean Voice

14:00 – 15:00

### Light Lunch

15:00-17:00

### AFAEMME General Assembly & Extraordinary Meetings (RESTRICTED TO MEMBERS)

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